

## VISIT TEES VALLEY BOARD

**Meeting held at Melrose House Middlesbrough at 2.00pm on Wednesday, 7<sup>th</sup>  
July 2010**

---

### ATTENDEES

David Kelly (DK)	visitTeesvalley	Chair
Krimo Bouabda (KB)	Cream Restaurants Ltd	
Bryn Hughes (BH)	HMS Trincomalee	
Juliet Farrer (JFa)	Middlesbrough Council (Part)	
Maria Wilcock (MW)	Argument Cottage	
Nick Dolan (ND)	National Trust Ormesby	
Patrick Green (PG)	Wild Hop Brewery Ltd	
Antony Steinberg (AS)	Hartlepool Borough Council (observer)	
Julia Frater (JFr)	visitTeesvalley/Tees Valley Unlimited	
Jonathan Spruce (JS)	Tees Valley Unlimited (Part)	
Martin Waters (MW)	Tees Valley Unlimited (Part)	
Sarah Johnson (SJ)	Tees Valley Unlimited	

---

### APOLOGIES

Councillor Bob Cook	Stockton on Tees Borough Council
Ian Wardle	Redcar & Cleveland Borough Council
Mark Clayton	Crathorne Hall
Richard Alty	Darlington Borough Council

**1 CONFLICTS OF INTEREST**

None.

**2 NOTES OF THE MEETING ON 15<sup>TH</sup> APRIL 2010**

The minutes of the meeting held on 15<sup>th</sup> April 2010 were agreed as a correct record.

**3 MATTERS ARISING**

Following further discussions with One NorthEast it had been decided that applying for ERDF funding would not be an option.

RESOLVED that the information be noted.

**4 STRATEGY AND RELATIONSHIP**

**Statement of Ambition**

The Board considered a report on the Statement of Ambition and were presented with the latest draft of the executive summary.

The following comments were made:-

- The impact of green infrastructure should be referenced as a 'headline' in the summary.
- Partners should share business plans in order to ensure joined up thinking during this process.
- The wording could articulate the sense of 'place' more.

It was noted that over the next few months TVU would be seeking the views of the wider TVU partners on the document. It was expected that a final version of the document would be available in October 2010.

RESOLVED that the information be noted.

**Tees Valley Unlimited (TVU) Review**

Martin Waters, Transition Project Manager, was in attendance at the meeting and updated the Board on the progress of the TVU review.

The main points were as follows:

- MW would be 'taking stock' of the review as it stood in order to ensure a clear sense of direction for TVU. The work would be translated into an implementation plan but development of this was in the early stages.

- The underlying principles of TVU had been agreed by the Leadership Board.
- Scenario planning on funding would be important going forward.
- Task Groups responsible for certain elements of the review were to be set up.

The Board made the following comments:

- The Board Members had given a lot of information to Deloitte's consultants at the beginning of the review and this needed to be made available going forward.
- It was important to ensure that management at the Local Authorities were consulted as they held a lot of information.

RESOLVED that the information be noted.

## **5 BUSINESS SUPPORT AND SKILLS**

### **Business Engagement Update**

The Board was presented with an update on Business Engagement Activities for quarter one and was given details of planned future activity.

It was noted that the Business Engagement Officer would be leaving the team and that the post would not be filled. The areas of work would be distributed amongst the rest of the team.

RESOLVED that visitTeesvalley continue with the business engagement activity proposed for 2010/11.

### **Cultural Volunteering Programme Update**

The Board was presented with a report that highlighted the work of the Tees Valleys Cultural Volunteering pilot project which was led by visitTeesvalley. Details were given of the key achievements to date and planned future activity.

RESOLVED that the information be noted.

### **My Tees Valley**

The Board considered a report that gave details on the launch of the My Tees Valley customer ambassador course.

Three sessions had been delivered to date to the Tall Ships volunteers and has received a very good response.

After the Tall Ships event it was planned to deliver the course to those in the taxi, retail and restaurant trades.

A 6 month review of progress would be presented to the Board at an appropriate time.

RESOLVED that the information be noted.

## **6 MARKETING**

### **Marketing Activities Update**

The Board was presented with a report on current and future marketing activity. Details of activity from May 2010 and planned activity for the next 6 months were provided to the Board.

RESOLVED that visitTeesvalley continue with delivering the 'Do Something Different' campaign as per the campaign plans for 2010/11.

### **Social Media Update**

The Board was given an update on the current and proposed activities relating to social media.

It was considered that the social media activity needed formalising into an action plan and this was presented to the Board. It was noted that the action plan would be reviewed after 6 months in order to ensure that it remained a 'living' document.

RESOLVED that the social media activity action plan be implemented.

### **Events Development Update**

The Board was given an update on the Festival and Events Development Plan and a summary of the progress and performance of headline events for May and June 2010.

It was proposed to hold a consultation update on the FEDP and its next steps with the private sector stakeholders in the Tees Valley in early September 2010. The Board would receive any revised versions of the FEDP following this process.

RESOLVED that the information be noted.

## **7 Finance Report**

The Board was presented with an estimate of the 2010/11 current budget based on information available to date and showed that Visit Tees Valley currently expected to end the year on target and within budget.

RESOLVED that the information be noted.

### **Visit Tees Valley Update April – June**

The Board was presented with information on activities between April and June 2010.

With regards to the downloaded vouchers available via the website it was suggested that there should be a facility available via the website for businesses to be able to register their interest in adding an offer.

RESOLVED that the information be noted.

### **Management Information**

The Board was presented with management information demonstrating the successes and performance levels as well as identifying areas for improvement in the activities delivered by Visit Tees Valley for the period April – June 2010.

It was suggested that something could be produced via the media in order to address the continual decline in the number of businesses that were being inspected both within the service and non service sectors.

RESOLVED that Visit Tees Valley continue producing a quarterly report, incorporating new elements of analysis, and that this information be used, in conjunction with other relevant studies etc, to monitor the effectiveness and levels of performance and ensure progress is made.

## **9 TALL SHIPS 2010**

The Board was presented with an update on the Tall Ships 2010 which had been prepared by the Project Manager, Michelle Daurat. The update summarised recent activities of the Tall Ships Office, Marketing and Communications, Finance and Legal, Fleet Technical, Transport and Travel, Safety Advisory Group and Event Management as part of the preparation for the Tall Ships Races. Details were also given of the key priorities for the next 3 months.

RESOLVED that the information be noted.

## **10 ANY OTHER BUSINESS**

None.

## **11 DATE OF NEXT MEETING**

The next Board meeting was scheduled for 14<sup>th</sup> October 2010 at 10.00am.